

Vendor Panel

- What is in it for the vendor for providing checklists?
 - Make good business sense
 - Create an environment where people feel safer to use the IT product, e.g., WEP/wireless
 - Vendor and consensus supported checklists are easier to support

Vendor Panel

- What incentives do we need?
 - Logo
 - Publicity
 - Guidance
- Can checklists increase demand for product?

Vendor Incentives

- A typical user may consider the existence of a checklist to be a significant factor for purchase of a product.
- Depending on environment, a checklist may augment the commercial value of the product.
- E.g., a checklist for a product in a high-security environment vs. SOHO.